



PUBLIC AFFAIRS

OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE
1400 DEFENSE PENTAGON
WASHINGTON, DC 20301-1400

MAR 07 2012

MEMORANDUM FOR SECRETARY OF THE ARMY (ATTN: MG LANZA)
COMMANDANT OF THE MARINE CORPS
(ATTN: BGEN (S) KENNEDY)
SECRETARY OF THE NAVY (ATTN: RMDL MOYNIHAN)
SECRETARY OF THE AIR FORCE (ATTN: BRIG GEN KODLICK)

SUBJECT: Interim Guidance for Military Participation in Parades and Civic Celebrations

References: (a) DoD Directive 5410.18, "Public Affairs Community Relations Policy,"
May 30, 2007
(b) DoD Instruction 5410.19, "Public Affairs Community Relations Policy
Implementation," November 13, 2001
(c) DoD Instruction 1334.01, "Wearing of the Uniform," October 26, 2005

This memorandum provides interim guidance regarding support for parades and civic celebrations until updated DoD community relations policies are published.

One band or choral group per Service is hereby authorized to participate in broad-based community parades and events **without** seeking an exception to policy provided:

- (1) the event is in a band's geographical area of responsibility,
- (2) secondary or tertiary bands do not decline other community relations events with no military support,
- (3) the event is of common interest to the community as prescribed in Reference (a) paragraph 4.2.3 and its subparagraphs, and
- (4) the event does not violate policy outlined in the subparagraphs of 6.7 in Reference (b).

One color guard (joint or single Service) per event is also permitted.

As a reminder, when troop formations are requested for parades and community events, commanders must determine if military participation in the event is appropriate per DoD community relations policies and does not violate the uniform policy outlined in Reference (c) paragraph 3.1 and its subparagraphs.



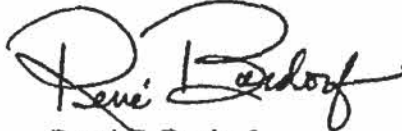
Commanders have unique knowledge of local conditions in their community; therefore, they are generally best positioned to evaluate the appropriateness and level of DoD participation in parades and similar festivals or events based on criteria prescribed in:

- (1) Reference (a) paragraph 4.2.3 and its subparagraphs,
- (2) subparagraphs of 6.7 in Reference (b),
- (3) and overarching DoD policy.

DoD community relations policies beyond the scope of this memorandum are still in effect and should be followed. For example, all requests for DoD community relations participation in programs or events that by their nature or because of expected news media coverage could be of national or international interest, shall still be forwarded through command channels to this office for approval.

Please ensure widest dissemination of this memorandum.

Please direct any questions or concerns to my subject matter experts, (b)(6) at (b)(6) or (b)(6) or (b)(6) at (b)(6) or (b)(6) or (b)(6).



Rene C. Bardorf
Deputy Assistant Secretary of Defense
for Community and Public Outreach

(b)(6)

Col OSD PA

From:

(b)(6)

OSD PA

Sent:

Tuesday, July 17, 2012 2:11 PM

To:

(b)(6)

Cc:

Subject:

Has anyone "Approved" mil mbrs to wear uniforms at San Diego Pride Parade?

Importance:

High

The San Diego LGBT has posted a press release on their web site that is getting media & military member coverage. The lead in the release says "San Diego Pride officials are proud to announce that active duty servicemembers have received approval from the Office of the Secretary of Defense and their commanding officers to march in the America's Pride Parade Military Contingent while wearing their uniforms."

The parade is THIS Saturday.

See press release:

<http://www.sdpride.org/temp/news/newsmedia/Y%20SERVICEMEMBERS%20AND%20THEIR%20FAMILIES%20TO%20JOIN%20PRIDE%20PARADE.pdf>

Please advise if your local commanders or you "approved" this. I've contacted Mr. Lopez and have requested a copy of whatever they are using as "approval from the Office of the Secretary of Defense."

We are researching the parade and simply want to provide accurate talking points for the Defense Press Office and to request accurate statements be posted online.

v/r,

(b)(6)

Visit us at www.ourmilitary.mil

(b)(6) Col OSD PA

From: (b)(6) OSD PA
Sent: Wednesday, July 18, 2012 4:25 PM
To: (b)(6) Col OSD PA
Subject: RE: main OASD(PA) approval language
Signed By: (b)(6)

DoDD 5410.18 states:

4.2.20. Participation in National or International Programs or Events. Requests for all DoD community relations participation in programs or events that by their nature or because of expected news media coverage could be of national or international interest, shall be forwarded through command channels to the ASD(PA) for approval. Approval shall be based upon program, sponsor, site, and support criteria, and upon any recommendations or requests for an exception to policy offered by applicable commanders.

5.1. The Assistant Secretary of Defense for Public Affairs, pursuant to DoD Directive 5122.5 (reference (b)), shall:

5.1.4. Establish policy and approve all requests for Military Services community relations participation, except as delegated, in support of or involving the following:

5.1.4.1. National or international events in the United States and U.S. territories, including Presidential Inaugurations, the International Olympics, Special and Paraolympics, sports events such as post-season bowl games and the World Series, and nationally broadcast programs.

5.1.14. Approve all DoD community relations participation in programs or events that by their nature or because of expected media coverage could be of national or international interest.

DoDI 5410.19 definitions:

E2.1.22.2. National Event. An event in which the audience and/or participation is drawn from the United States as a whole, or is of national interest.

E21..22.3. Regional Event. An event in which the audience and/or participation is from two or more States of the United States, or is of regional interest.

-----Original Message-----

From: (b)(6) Col OSD PA
Sent: Wednesday, July 18, 2012 4:12 PM
To: (b)(6) OSD PA
Subject: RE: main OASD(PA) approval language

Thanks ... anything else? - (b)(6)

(b)(6)

-----Original Message-----

From: (b)(6) OSD PA
Sent: Wednesday, July 18, 2012 4:11 PM
To: (b)(6) Col OSD PA
Subject: main OASD(PA) approval language

DoDD 5410.18 states:

4.2.20. Participation in National or International Programs or Events. Requests for all DoD community relations participation in programs or events that by their nature or because of expected news media coverage could be of national or international interest, shall be forwarded through command channels to the ASD(PA) for approval. Approval shall be based upon program, sponsor, site, and support criteria, and upon any recommendations or requests for an exception to policy offered by applicable commanders.

(b)(6)



Visit us at www.ourmilitary.mil

(b)(6)

Col OSD PA

From: (b)(6)
Sent: Thursday, July 19, 2012 7:13 AM
To: (b)(6) Bardorf, Rene CIV OSD PA; (b)(6)
Subject: RE: SD Pride

Also,

I believe the email provided to SD Pride from Navy came from Deputy Commander (DEPCOM) of the Navy Medical Center San Diego (NMCSD) intended only for members of his command.
<http://www.med.navy.mil/sites/nmcscd/CommandInfo/Pages/Leadership.aspx>

-----Original Message-----

>From: (b)(6)
>Sent: Jul 19, 2012 6:49 AM
>To: (b)(6)
>(b)(6) "Bardorf, Rene CIV
>OSD PA" (b)(6), (b)(6) CIV OSD PA"
>(b)(6)
>Subject: RE: SD Pride
>
>Thanks (b)(6)
>Will do, sir. I'm going to try to reach (b)(6) momentarily since we never connected
yesterday.

(b)(6)

-----Original Message-----

>From: (b)(6) Col OSD PA
>Sent: Thursday, July 19, 2012 6:46 AM
>To: (b)(6); Bardorf, Rene
>CIV OSD PA; (b)(6) CIV OSD PA
>Subject: Re: SD Pride

(b)(6): Great work -- thank you. Will likely affect our work this AM.

(b)(6): I'm enroute ... will discuss upon arrival. Thanks ... - (b)(6)

(b)(6)

----- Original Message -----

>From: (b)(6)
>Sent: Wednesday, July 18, 2012 09:07 PM
>To: (b)(6) OSD PA
>Subject: SD Pride

>Col, (b)(6)

>A few very interesting links posted this afternoon (Wednesday)

>2) See this from Servicemembers Legal Defense Network warning members they need CC's approval to march in uniform and correcting record on SD Pride's misinformation:

>

><http://www.sldn.org/blog/archives/sldn-issues-uniform-guidance-for-san-diego-pride-parade/#>

>

>2) Also, interesting links below published today by San Diego Gay and Lesbian New regarding the Navy email we discussed (note in the second link below that a Navy Region Southwest PAO (Mr. Brian O'Rourke) is quoted as saying, despite the email, Navy members are permitted to march in uniform.

>

><http://www.sdglnc.com/news/2012/07/18/breaking-news-san-diego-pride-military-contingent-gets-mixed-messages-about-marching>

>

><http://sdglnc.com/news/2012/07/18/breaking-news-navy-yes-they-can-march-pride-parade>

>

>3) Here is the Facebook page for the military contingent

><http://www.facebook.com/events/315580521849386/>

>

>4) And an article from LGBT Weekly quoting advice from a White House staffer:

>

><http://lgbtweekly.com/2012/07/18/important-active-duty-servicemembers-white-house-says-ask-your-c-o-before-wearing-uniform-in-pride-parade/>

>

>Important - active-duty servicemembers: White House says ask your C.O.

>before wearing uniform in Pride Parade Earlier today, a local Web site erroneously advised active-duty servicemembers that the Pentagon had endorsed the wearing of military uniforms in this weekend's San Diego Pride Parade. Later, that same Web site attempted to disambiguate its advisement to servicemembers with a warning that an unnamed, high-ranking officer had forbade the wearing of Navy uniforms at Pride.

>As it happens, San Diego LGBT Weekly's publisher, Stamp Corbin, is past chair of the 2008 Obama for America National LGBT Leadership Council, and retains close contact with the White House. The following clarification comes directly from a White House official.

>"The policy has been and is likely always to be that when military personnel march or participate in non-military sponsored events, they need to get the approval of their commanding officer to wear their military uniform," said Corbin, paraphrasing the official.

>After making history last year with the first active-duty military contingent in a Pride parade in the U.S., San Diego LGBT Pride is organizing an even bigger contingent for this year's Pride event. The theme for this first post-DADT Pride is America's Pride and it will be held July 20-22.

>San Diego Pride stated on its Military Contingent: San Diego Pride 2012 Facebook page, "This year we want to support our LGBT servicemembers even more! Our theme this year is America's Pride because equality is an American value. Honoring our servicemembers and veterans and LGBT military families is an important part of this message."

>

>

>V/R (b)(6)

(b)(6)

Col OSD PA

From: (b)(6) OSD PA
Sent: Thursday, July 19, 2012 8:10 AM
To: Bardorf, Rene CIV OSD PA; (b)(6) CIV OSD PA
Subject: RE: RESPONSE - WND - Uniform Policy @ Parades

Ma'am,

Roger. FYSA -- DPO is not working in a vacuum. Whenever (b)(6) receives an LGBT, ComRel policy or trademark inquiry, she promptly coordinates with us.

v/r,

(b)(6)

-----Original Message-----

From: Bardorf, Rene CIV OSD PA
Sent: Thursday, July 19, 2012 8:07 AM
To: (b)(6) CIV OSD PA
Subject: Re: RESPONSE - WND - Uniform Policy @ Parades

Please ensure this is taken out of press ops as soon as possible. Policy guidance should come from CPO not the press desks. Perhaps as quick huddle with CPO/DPO this morning will ensure guidance to the Force comes from our Policy folks otherwise we are going to have press officer interpreting in some cases correctly and in others, incorrectly, the departments policy on matters related to comm rel. Pls correct if wrong but internal guidance on policy goes to (b)(6) and (b)(6) should have deferred despite the fact that she was on an lgbt event working group?

Rene' Bardorf
Deputy Assistant Secretary of Defense
Community and Public Outreach
Office of the Secretary of Defense
Public Affairs

----- Original Message -----

From: (b)(6) Col OSD PA
Sent: Thursday, July 19, 2012 07:27 AM
To: (b)(6) CIV OSD PA; Bardorf, Rene CIV OSD PA
Subject: RE: RESPONSE - WND - Uniform Policy @ Parades

Thanks, (b)(6). Let's stay the course in prepping DASD's email. Looks/sounds like everyone is speaking with one voice (finally). - (b)(6)

(b)(6)

-----Original Message-----

From: (b)(6) OSD PA
Sent: Thursday, July 19, 2012 7:25 AM
To: (b)(6) CIV OSD PA; Bardorf, Rene CIV OSD PA
Subject: FW: RESPONSE - WND - Uniform Policy @ Parades

FYSA --

-----Original Message-----

From: (b)(6) OSD PA
Sent: Wednesday, July 18, 2012 5:14 PM
To: 'cschilling@wnd.com'

(b)(6)

Subject: RESPONSE - WND - Uniform Policy @ Parades

Hello,

Below I've provided OSD policy -- for your specific questions about military member participation, would refer you to the services to discuss approval (cc'd here).

While wearing civilian clothes, in their personal capacity, military members may march or ride in nonpartisan parades.

Except when authorized per DoD or service policies (such as a community-relations approved ceremonial unit), military members are restricted from wearing uniforms while participating in parades.

We always recommend service members consult their chain of command before participating in any parade. When troops are requested to participate in parades, commanders must determine if military participation in the event is appropriate per DoD community relations policies and does not violate policies regarding wearing of the uniform, to include preventing any inferences that a service member's activities may imply official sponsorship or endorsement.

For more information see DoD Directive 1344.10, Political Activities by Members of the Armed Forces:

<http://www.dtic.mil/whs/directives/corres/pdf/134410p.pdf>

Guidance and limitations on the wear of military uniforms is contained in DoD Instruction 1334.01 and can be found at: <http://www.dtic.mil/whs/directives/corres/pdf/133401p.pdf>. Further, each service provides additional service-specific guidance.

(b)(6)

-----Original Message-----

From: cschilling@wnd.com [mailto:cschilling@wnd.com]
Sent: Wednesday, July 18, 2012 2:03 PM
To: Duty Officer, Press Operations, OASD-PA
Subject: Press Operations Contact Submittal

The following message was sent via web form from:

<http://www.defense.gov/faq/press-media.html> at 7/18/2012 2:02:10 PM

Name: Chelsea Schilling
Email: cschilling@wnd.com
Phone: 916-474-5153
Agency: WND.com
Subject: Wearing of uniform in parade

Comment:Hi, my name is Chelsea Schilling, and I am a reporter with WND.com. I am well aware that members of the military are NOT allowed to attend political or advocacy events in uniform when they are not specifically given permission by the military. In fact, this applies to just about any event. Permission is required to show up in uniform. DoD Directive 1334.1 is pretty clear about this. However, I noticed in a report today, "Uniformed military to march in pride parade," that at least one Air Force senior recruiter ((b)(6)) and an Army soldier ((b)(6)) -- both active duty -- will march in a gay pride parade in San Diego this weekend. In fact, other military members are likely to join. Here's my question: Were these military members authorized to appear at this event in military uniform? If so, who authorized them to do so? Thank you for your assistance. -Chelsea Schilling 916-474-5153

-----Request Variables-----

REMOTE_ADDR: 63.141.200.29
REMOTE_HOST: 63.141.200.29
ALL_RAW: Cache-Control: no-cache, max-age=0 Connection: TE, keep-alive Pragma: no-cache Via: 1.1 v1-akamaitech.net(ghost) (AkamaiGHost), 1.1 akamai.net(ghost) (AkamaiGHost) Content-Length: 1099 Content-Type: application/x-www-form-urlencoded Accept: text/html,application/xhtml+xml,application/xml;q=0.9,*/*;q=0.8 Accept-Encoding: gzip Accept-Language: en-us Cookie: __utma=168441780.295649219.1342633886.1342633886.1342633886.1; __utmb=168441780; __utmc=168441780; __utmz=168441780.1342633886.1.1.utmccn=(referral)|utmcsr=af.mil|utmctt=/inspectorgeneralcomplaints.asp|utmcmd=referral; _pk_ref.5.ac40=%5B%22%22%2C%22%22%2C1342633887%2C%22http%3A%2F%2Fwww.af.mil%2Finspectorgeneralcomplaints.asp%22%5D; _pk_id.5.ac40=2c8bba8e337d1a22.1342633887.1.1342633897.1342633887.; _pk_ses.5.ac40=*; fsr.s=%7B%22v%22%3A-2%2C%22rid%22%3A%22d576b16-49887729-4d8d-9b50-3a7f7%22%2C%22ru%22%3A%22http%3A%2F%2Fwww.af.mil%2Finspectorgeneralcomplaints.asp%22%2C%22r%22%3A%22www.af.mil%22%2C%22st%22%3A%22%22%2C%22to%22%3A2.9%2C%22c%22%3A%22http%3A%2F%2Fwww.defense.gov%2Flanding%2Fcomment.aspx%22%2C%22pv%22%3A2%2C%22lc%22%3A%7B%22d0%22%3A%7B%22v%22%3A2%2C%22s%22%3Afalse%7D%7D%2C%22f%22%3A1342633898843%7D; ASP.NET_SessionId=j2hdpk55ixez0yicfp1juo55 Host: www.defense.gov Referer: http://www.defense.gov/faq/press-media.html TE: chunked;q=1.0 User-Agent: Mozilla/5.0 (Windows NT 5.1; rv:13.0) Gecko/20100101 Firefox/13.0.1 True-Client-IP: 67.172.117.171 X-Akamai-CONFIG-LOG-DETAIL: true Akamai-Origin-Hop: 2 X-Forwarded-For: 67.172.117.171, 184.84.222.93 X-Akamai-WAF-HA-Sign: FAmKCO6xdBWfYAE3e1WkiJPMqq9CTeMtiol8571BPNg= X-Akamai-WAF-HA: /mailform/mailform.aspx 1342634590
LOCAL_ADDR: 10.11.0.100

(b)(6)

Col OSD PA

From: (b)(6)
Sent: Thursday, July 19, 2012 9:17 AM
To: (b)(6)
Cc:
Subject: Pride parades and official support? (UNCLASSIFIED)
Attachments: Signed Denver PrideFest Decision Memo.pdf
Signed By: (b)(6)

Importance: High

Classification: UNCLASSIFIED

Caveats: (b)(6)

(b)(6)

OSCPA forwarded the following note about an upcoming pride parade in San Diego, including a response provided by (b)(6)

Note that Army's assessment of this guidance is that this event is categorized as "partisan" which seems to be different than the "perceived as ideological" definition that was given to us on previous determinations from your office. Is it OSD's determination that pride parades are "partisan" or is that solely Army's determination? Just want to ensure we have the facts right as my leadership here wants to send this out to all National Guard units in the States and Territories.

I've attached the last memo the National Guard Bureau received from your office on a similar event which determined that pride parades are perceived as "ideological" in nature and thus cannot be supported by ceremonial units. Since the repeal of DADT is that still the case? It does not appear the current guidance from (b)(6) indicates that pride parades are not specifically identified as not being officially supportable if they are indeed deemed eligible based on community relations guidance.

Thanks for clarification,

(b)(6)

(b)(6)

Teammates,

Here's a note from OSD Public Affairs with regard to wear of uniform, and marching and riding in Non-partisan parades. The note also reinforces the DoD Directive on Political Activities by Members of the Armed Forces.

Please insure this gets maximum re-distribution, as it may continue to be a matter of media interest in the days and weeks ahead.

(b)
(6)

(b)(6)

OSD policy -- for your specific questions about military member participation, would refer you to the services to discuss approval (cc'd here).

While wearing civilian clothes, in their personal capacity, military members may march or ride in nonpartisan parades.

Except when authorized per DoD or service policies (such as a community-relations approved ceremonial unit), military members are restricted from wearing uniforms while participating in parades.

We always recommend service members consult their chain of command before participating in any parade. When troops are requested to participate in parades, commanders must determine if military participation in the event is appropriate per DoD community relations policies and does not violate policies regarding wearing of the uniform, to include preventing any inferences that a service member's activities may imply official sponsorship or endorsement.

For more information see DoD Directive 1344.10, Political Activities by Members of the Armed Forces:

<http://www.dtic.mil/whs/directives/corres/pdf/134410p.pdf>

Guidance and limitations on the wear of military uniforms is contained in DoD Instruction 1334.01 and can be found at:

<http://www.dtic.mil/whs/directives/corres/pdf/133401p.pdf>. Further, each service provides additional service-specific guidance.

(b)(6)

Classification: UNCLASSIFIED

Caveats: **FOUO**



PUBLIC AFFAIRS

OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE
1400 DEFENSE PENTAGON
WASHINGTON, DC 20301-1400

18 MAY 2011

MEMORANDUM FOR CHIEF, COMMUNITY RELATIONS DIVISION
NATIONAL GUARD BUREAU

SUBJECT: Request for Policy Determination on Military Support for Denver PrideFest Parade

This is in response to your request for policy guidance regarding military support of the Denver PrideFest Parade, June 19, 2011, in Denver, Colorado. We understand from the information provided that the event is sponsored by the Gay, Lesbian, Bisexual & Transgender Community Center of Colorado, and that an honor guard and band from the Colorado National Guard have been requested to march in the parade. .

The DoD Community Relations Policy, DoD Directive 5410.18., paragraph 4.1.2., and its subparagraphs, establish common criteria that all community relations activities must meet. They state, in part, that execution of community relations activities shall be consistent with (a) the interests of the Department of Defense (including the Military Services) and the community as a whole [must be] supported; and (b) the association of the Department of Defense, including the concerned Military Departments, with the event [must be] in the best interest of the Department.

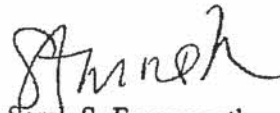
The DoD Public Affairs Community Relations Policy Implementation, DoD Instruction 5410.19., paragraph E13.3.1.2., provides a list of unauthorized community relations activities. Included among them are activities that involve or give the appearance of involving the promotion, endorsement, or sponsorship of any individual commercial enterprises, religious or sectarian organizations, ideological movements, and political campaigns and organizations.

Paragraph E13.3.2.2.3., of the same instruction provides a list of unauthorized sponsorship conditions. Included are events sponsored by an organization representing a religious, ideological, or partisan political viewpoint.

Based on the event's web site, the Denver PrideFest and its sponsor appear to have established that a primary goal of the event is to celebrate, promote, and advance the interests of a specific segment of Colorado's population identified by its sexual preferences and gender identity. While sexual preference and gender identity may not be ideological in nature, efforts to promote and advance the interests of a community based on sexual preferences or gender identity could reasonably be perceived as an ideological movement or viewpoint.



Therefore, military band and honor guard participation in the Denver PrideFest Parade is inappropriate and not in the best interest of DoD. Military participation in this event is not authorized.

A handwritten signature in black ink, appearing to read "Sarah S. Farnsworth".

Sarah S. Farnsworth
Deputy Assistant Secretary of Defense
for Community and Public Outreach

(b)(6)

Col OSD PA

From: Bardorf, Rene CIV OSD PA
Sent: Thursday, July 19, 2012 3:50 PM
To: (b)(6)
Cc: (b)(6)
Subject: Clarification of Guidance IRT Participation by Uniformed Service Members in Parades
Attachments: Clarification Guidance ref uniformed service member participation in parades.pdf; Request for Guidance Regarding the SD Pride Parade.pdf
Signed By: (b)(6)
Importance: High

Good Afternoon Gentlemen,

There seems to have been conflicting information transmitted by various sources in the past few days regarding participation by uniformed Service members in parades. I hope to assist you with additional guidance regarding the policies so you may push it to your local commanders. The attached memorandum clarifies my March 7, 2012, interim guidance that generally addresses participation in parades and civic celebrations.

Additionally, since the San Diego "American Pride" Parade has received national media attention and several Services have requested guidance IAW our existing DoD Community Relations policy, we have also rendered a decision specifically on this parade. That memorandum is also attached. Please ensure widest dissemination to your Community Relations personnel and local parties.

v/r
Rene'

Rene' Carbone Bardorf
Deputy Assistant Secretary of Defense
for Community and Public Outreach
Office of the Secretary of Defense, Public Affairs
Pentagon Room, 2E984

(b)(6)